

# News from Switzerland

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# NEWS FROM SWITZERLAND ★ ★ ★

## CHEESE CONSUMPTION IN SWITZERLAND

The annual consumption of cheese in Switzerland is at present 18½ lb. per head of the population as compared with about 17½ lb. some dozen years ago. In addition to products of Swiss origin, imported cheese has also benefited from the increased demand.

## YUGOSLAVIA TO EXHIBIT IN SWITZERLAND

Since the end of the war, the Swiss Comptoir or Swiss National Autumn Fair, which is held in Lausanne every year, invites a foreign country to give a representative display of its economy in a special pavilion set aside for the annual guest of honour. This year, Yugoslavia is to be the guest of the Swiss National Autumn Fair in Lausanne, from September 8th to 23rd. This foreign participation, which enjoys the approval of the Swiss Government, will be organised by the Institute for Economic Propaganda Abroad of the Yugoslav Federal Chamber of Foreign Trade.

## RATIONALISATION OF SWISS AGRICULTURE

Following a foreign example, the first agricultural pool has just been created in Switzerland. It is not a question of an organisation for the joint purchasing of machinery but of one intended to ensure the rational and intensive use of existing machinery, which would represent much too big an investment if it were to be used exclusively by the owner. The pool therefore shares out the available machine hours among the various members according to their requirements; the machines however continue to remain the property of their original owners, who are responsible for servicing and maintenance. It is to be hoped that this form of rationalisation based on a voluntary system of mutual assistance among farmers will meet with the success it deserves.

## SUCCESS OF SWISS WEAVING MACHINES

Sulzer Brothers Ltd., the famous Swiss engineering firm, supplied weaving machines to the United States for the first time at the end of 1960. The technical and economic results obtained with these machines were so satisfactory that the four largest textile enterprises in America placed orders for 1133 units of this type, at a total value of 55 million Swiss francs. These machines are mainly destined for existing factories in the southern states and are intended less to increase production than to improve mill efficiency.

## POTATO CONSUMPTION IN SWITZERLAND

Although potato crops in Switzerland have increased considerably of recent years, consumption has fallen off. Whereas, the *per capita* consumption of this crop in Switzerland averaged 200 lb. after the war and 269 lb. for the rest of Europe, it dropped to 154 lb. for Switzerland and 230 lb. for the rest of Europe during the period from 1957 to 1960.

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### Wairakei In Italy?

#### TWO THOUSAND MILLION KILOWATTS—ALL FREE

Hot steam issuing from the earth at Larderello (near Leghorn) provides two thousand million kilowatts of free power—more than is generated by Italy's largest hydraulic and thermal power stations.

The steam wells of Larderello, which often envelop the entire countryside in enormous clouds, were already known in ancient times, but in those days were regarded as the work of the devil rather than a source of wealth.

Their boron content was discovered towards the end of the 18th century and the first factory was set up, soon to be followed by bigger more efficient plant. Generation of electricity started in 1905 and today it supplies the power for, among other things, the Bologna-Rome railway line.

But Larderello is also famous for another reason. It is Italy's most modern town. Very advanced from both planning and social points of view, it could serve as a model for the town of the future. Its residential districts are laid out in terraces, one above the other, with large sports grounds, shopping centres, schools, parks and casinos in between.

Everything is perfect except that you first have to get used to the pipelines that creep over the mountains like giant silver snakes, the enormous cooling towers and the clouds of steam.

—SWISSAIR GAZETTE

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